

MARKETING (MRKT)

MRKT 2598 Special Studies (1-4 semester hours)

MRKT 3512 Customer Insights (4 semester hours)

This course is designed to enable students to develop customer insights through learning about customer behavior and conducting marketing research. It will bring together two large areas of marketing, drawing from bodies of knowledge in customer behavior and marketing research, encompassing theory and method. The customer journey from awareness and learning to decision-making, consumption and disposal will be covered. Individual, household, and organizational customer behavior will be covered in the course. Emphasis will be placed on gaining insights about customers and marketplace through incorporation of marketing research methods inclusive of, but not limited to, qualitative and quantitative methods in conducting survey design, causal effects and relationship testing. Developing insights about consumers globally within the context of global environments will also be integrated into the course. This is a Required Foundation Course for the A-LIST, COIN, and MA Pathways. Prerequisite: BCOR 3510.

MRKT 3513 Rethinking the Marketplace (4 semester hours)

Using real-world, project-based, experiential learning, this course presents an in-depth interdisciplinary exploration of diverse consumer markets and societal transformation in the marketplace. Emphasis is placed on consumer insights, brand strategy, and consumer experience. Content will include a comparative examination and analysis of the consumer experience across inter-group differences, including ethnicity, age, gender, sexual orientation, religion, and culture. Importantly, the course will explore the many differences and subgroups that exist within each larger group, the hazards of conceptualizing groups as homogeneous entities, and the ways in which these groups interface with society via the marketplace. This is the A-LIST Pathway Foundation course. Prerequisites: BCOR 3510 and MRKT 3512.

MRKT 3516 Company and Customer Mutualism (4 semester hours)

This course will introduce students to a uniquely strategic way of thinking in which the interests of Buyers and Sellers can be aligned through the careful implementation of marketing techniques and/or public policy. Such an alignment assures that all parties derive significant net positive benefits from the exchange process and ensures the continuing success of the firm. The course explores why and how long-term company profitability is critically dependent upon this ethical creation and transfer of value. Adopting this perspective of value creation requires that traditional marketing functions and concepts such as pricing, product development, distribution, brand management, and sales are not merely seen as mechanisms for advancing company profitability, but are, more importantly, powerful tools capable of expanding customer benefits while preserving societal well-being. This perspective begins with an investigation of customer thinking and value assessment, and ends with a problem-focused analysis of how these needs can be most effectively satisfied through the marketing process. This is the COIN Pathway Foundation course. Prerequisites: BCOR 3510 and MRKT 3512.

MRKT 3521 The New World of Branding and Advertising (4 semester hours)

This course will immerse students in the fast-changing world of the advertising and branding industry through on-campus and off-campus exposure to industry professionals and real-life branding and advertising challenges. Throughout the course, students will work with and learn from professionals in the thriving creative and tech community. Course emphasis is on developing students' skills in creativity, collaboration, critical thinking, and communication. Content covered in the sessions includes advertising agency structure, the creative process, brand planning, media planning and strategy, the user experience, online and social media, presentation skills, and content creation. This is the M-School Pathway Foundation course. Prerequisite: BCOR 3510.

MRKT 3531 Brand Planning and Strategy (4 semester hours)

Think about your favorite companies and their brands. What is it about them that makes them connect with you? That's what this course is all about - learning about the brand planning and strategy process. This course offers a comprehensive look at where strategic planning takes place within the overall advertising process. In doing so, it will focus on the 4Cs of strategic planning: the Company, Competition, Consumers, and (product or service) Category. It will also examine ways to develop effective campaign strategy, including knowing the product inside and out, knowing your brand's DNA, understanding your target audience, and generating insights. In addition, the course covers important branding and consumer behavior fundamentals central to the success of account strategy. This is an M-School Pathway Elective course. Prerequisite: BCOR 3510.

MRKT 3532 Personal Brand Management (1 semester hour)

Who are you? What makes you tick? What are your values? What do you stand for? What gets you out of bed in the morning? What is your gift to the world? What makes you happy? And then, how will you bring you—the best you—to the job market? How will you stand out from the herd of a thousand “me too” resumes, LinkedIn profiles, and job candidates all telling the same “me too” stories and making the same “me too” mistakes? Freaked out? Don't be, because over the course of three weekends, this 1-semester-hour workshop will utilize and apply the latest brand management principles and approaches to help guide, understand, articulate, and execute your own personal brand: Brand You. This is an M-School Pathway Elective course. Prerequisite: BCOR 3510.

MRKT 3533 Production Tools and Techniques (4 semester hours)

Production Tools and Techniques is inspired by the art and science of storytelling through the process of creating compelling content through video (including storyboarding and shot planning, director's treatments, post-production editing, and sound) as well as visual and graphics design (the basics of photography, typography, color and space). In this course we emphasize three tenets of producing compelling digital-first content: content that is cheap (created without big budgets), fast (creating well-planned content quickly and efficiently) and good (creating quality content that is interesting and engaging and that tells a story). The course provides an immersive experience in creating amazing content and how it fits within marketing and brand strategy. Through compelling content and narrative, we become interested and engaged and we more willingly process the message and the content contained within the brand's story and narrative. This is an M-School Pathways Elective course. Prerequisite: BCOR 3510.

MRKT 3534 Conceptual Brand Thinking (4 semester hours)

Creativity is a secret weapon when it comes to solving business problems. One study found that a euro invested in a highly creative ad campaign had nearly double the sales impact of a euro spent on a non-creative campaign. In this course you'll explore your creative potential and find your voice. From concept to content, you'll craft conceptual ideas, explore a variety of media types, learn to solve real challenges, pitch ideas to real clients, and discover how collaboration with teammates will get you to better ideas. Creative work will be added to an online portfolio of work. This is an M-School Pathway Elective course. Prerequisite: BCOR 3510

MRKT 3570 Marketing Law (4 semester hours)

The purpose of this course is to acquaint students with fundamental concepts, principles, and rules of marketing law that concern marketers and consumers in day-to-day activities, in private business relationships, and in their relationship with the government. The course will focus on various legal constraints, problems and ramifications which should be recognized and addressed by marketers when making pricing, product, promotion, and distribution decisions. (See BLAW 3270.) This is a COIN Pathway Elective course and an MA Pathway Elective course and an A-LIST Pathway Elective course. Prerequisites: BCOR 2210 and BCOR 3510.

MRKT 3597 Internship (1 semester hour)

The objective of this one-semester-hour course is to help students achieve a worthwhile learning experience relevant to their major program of study. The internship, conducted with an off-campus organization, will help the student gain insights relative to his/her strengths and weaknesses in the job environment.

MRKT 3598 Special Studies (1-4 semester hours)**MRKT 3599 Independent Studies (1-4 semester hours)****MRKT 4510 Advertising and Promotion Management (4 semester hours)**

This course is designed to introduce students to the field of advertising and promotion in an applied fashion. The emphasis in this course will be on the role of advertising and other promotional mix elements in the integrated marketing communications program (IMC) of an organization. The development of an integrated marketing communications program requires an understanding of the overall marketing process, how companies organize for advertising and other promotional functions, customer behavior, communications theory, and how to set goals, objectives, and budgets. Attention will be given to the various IMC tools used in contemporary marketing including advertising, direct marketing, digital and interactive marketing, social media, sales promotion, publicity and public relations, and personal selling. Students will examine the process by which integrated marketing communications programs are planned, developed, and executed as well as the various factors and considerations that influence this process. Students will also examine the environment in which advertising and promotion takes place and the various regulatory, social, and economic factors that affect an organization's IMC program. This is an MA Pathway Elective course. Prerequisites: BCOR 3510 and MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4515 Managing Retail and Service Businesses (4 semester hours)

The U.S. economy is now dominated by the retail and services sectors. Moreover, understanding and strategically managing customer service is now becoming a critical determinant of business success or failure. Yet, most business school courses have traditionally focused on the manufacturing sector of the economy. This focuses on the marketing of service or retail businesses involving methods, strategies, and analytical tools that are distinct from those used in other areas of business. At the same time, the successful marketing of services and the delivery of excellent service are critical elements in the achievement of customer satisfaction and thus the long-term success for virtually all organizations. The purpose of this course is to provide students with an understanding and appreciation of retail and services marketing as separate and distinct areas of marketing thought and practice, their critical roles in contemporary competitive markets, and the tools and strategies necessary for managing successful enterprises in these areas. This course is designed for students who anticipate working in retail or service businesses, or who wish to better understand how these forms of businesses are managed. The course will discuss an overarching philosophy that stresses the importance of the integration of the marketing, analytics, human resources, and operations functions within the service and retail systems. This is a COIN Pathway Elective course and an MA Pathway Elective course. Prerequisites: BCOR 3510 and MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4517 Data-Driven Customer Insights (4 semester hours)

The course focuses on creating and estimating analytical models for acquiring customer insights. Students will understand how to uncover customer preferences using regression models, multinomial logit models, discrete choice models, conjoint analysis, preference mapping, and TURF analysis. Students will identify market segments using agglomerative and k-means clustering procedures as well as finite mixture models, and describe segments using t tests and analysis of variance models. The course further includes optimization analyses informing pricing strategies and decisions. Students will learn to communicate results, strategic insights, and recommendations, in both oral and written form. This is the MA Pathway Foundation course and a COIN Pathway Elective course. Prerequisites: BCOR 3510 and MRKT 3512.

MRKT 4521 Adaptive Media and Analytics (4 semester hours)

Because of the rapid growth and influence of advertising technology and online/social media, to remain relevant, brands must create, monitor, and adjust their message and media not by the month but by the day, by the hour, even the fraction of a second. To effectively reach and engage individuals, brands need to be agile and adapt in real time to how consumers react and respond to advertising and promotional content. This course will provide students the perspectives and tools to develop paid search (search engine optimization, or SEO) and both paid and organic social media strategies that are effective, cost efficient, adaptive, and measurable. Through this course, students will learn how analytics (monitoring, measuring, and interpreting online and social data) helps companies, brands, and organizations to better evaluate advertising and marketing performance. This is an M-School Pathway Elective course. Prerequisite: BCOR 3510.

MRKT 4523 Historical Survey of Business and Capitalism in Society (4 semester hours)

The purpose of this course is to immerse students into the broad expanse of world and United States history from the perspective of business, commerce, and what some people refer to as "capitalism." In this immersion process, we will discuss the history and practice of business within the context of the specific policy and the social, cultural, economic, and religious environments which cultivated these outcomes. The span of this exploration will cover in excess of 2,000 years, and will include the history of barter, exchange, currency, slavery, the emergence of global trade, and various forms of government policy and structure (both past and present) related to economic theory and practice. This is an A-LIST Pathway Elective course, a COIN Pathway Elective course, and an MA Pathway Elective course. Prerequisites: BCOR 3510 and MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527, or permission of the instructor.

MRKT 4524 Sustainable Marketing Enterprises (4 semester hours)

Understanding challenges and designing solutions at the intersection of sustainable marketing/business practices, societal welfare, and ecological systems; topics covered including sustainability in the areas of consumption and consumer behavior, product design, marketing research, value chains, and communications; project to understand needs and design product solutions, and develop a marketing/business plan for organizations that captures economic, environmental, and social sustainability. This is an A-LIST Pathway Elective Course. Prerequisites: BCOR 3510 and either MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4525 Competitive Strategy (4 semester hours)

This course provides an in-depth analysis of competition and competitive strategy in the context of business from both theoretical and applied perspectives. Whereas numerous business classes discuss competitive environments, this course focuses exclusively on theories and strategies that can be used to achieve and enhance competitive advantage in the business marketplace. Competitive models, strategic metaphors, and concepts from game theory are explored in detail. Most importantly, the notions of competitive evolution and interdependence are emphasized and extensively explored. These concepts are then illustrated as they are commonly applied in the business world to enhance an enterprise's market position. Additionally, the great dangers of applying "cookbook strategies" or off-the-shelf solutions to competitive situations are explained and illustrated. This is a COIN Pathway Elective course and an MA Pathway Elective course. Prerequisites: BCOR 3510 and MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4527 Customer Relationship Management Analytics (4 semester hours)

Customer relationship management (CRM) is an emerging business strategy paradigm that focuses on the systematic development of ongoing, collaborative customer relationships as a key source of sustainable competitive advantage. CRM represents a fundamental change in approach from traditional marketing; the goals shift from market share to share of customer. Operating under the assumption that competitive advantage is often gained through building customer equity, this course introduces the theory and practical implementation of customer relationship management strategies using marketing databases. Topics include: fundamentals of CRM strategy, customer profiling, measuring customer life-time value, customer profitability analysis, customer loyalty programs, and CRM technology overview. This is an MA Pathway Required course and a COIN Pathway Elective course. Prerequisites: BCOR 3510 and MRKT 3512.

MRKT 4531 Creative Brand Management (4 semester hours)

Creative brand management lies at the intersection of three areas: 1) creative and innovative problem solving, 2) deep insights with respect to culture, trends, and technology, and 3) developing and managing brands that have deep conviction (e.g., BMW), confidence (e.g., Apple), and great founder DNA that are purpose-driven (e.g., TOMS). In this course, students will develop a tolerance and ability to thrive in the face of ambiguity; learn to survive and thrive in times of change; learn to leverage timeless approaches to creatively managing brands and solving problems; develop foundational tools to build and grow relevant, purpose-driving brands; and cultivate their own personal brands. This is an M-School Pathway Capstone course. Prerequisite: BCOR 3510.

MRKT 4532 Advertising Account Management (1 semester hour)

The transition from college to a career in advertising can be a difficult adjustment for many students. Even with internship experience, the expectations of how to work and thrive in a professional environment aren't usually clear. This course is designed to provide a real-world and real-time look at the world of advertising and account management roles (for many agencies account management is the widest point of entry), and help give students a better understanding of what to expect, and what is expected of them as account managers. The course materials draw on recognized best practices in the industry along with the personal experience of the instructors, who have spent their careers at some of the world's best advertising agencies. Students will learn not only what it means to be a professional but also the fundamentals on how to survive and thrive during their first year as an account manager. This is an M-School Pathway Elective course. Prerequisite: BCOR 3510.

MRKT 4533 Psychology of Health and Marketing (4 semester hours)

The purpose of this course is to provide students with a solid foundation for critical thinking and research on health psychology and marketing and business in general. This course will emphasize emotional/affective responses to health and nutrition promotion, information-processing of nutrition information and health advertising claims, attitudes and persuasion aspects of health promotions, along with insights into the influences of social marketing and new media on consumer health decisions. This is an A-LIST Pathway Elective, a COIN Pathway Elective, and an MA Pathway Elective course. Prerequisites: BCOR 3510 and either MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4534 Bottom-up Marketing Innovation (4 semester hours)

Using a bottom-up approach to developing marketing innovations; uses extreme resource constrained contexts, i.e., subsistence marketplaces, to learn about bottom-up immersion, emersion, design, innovation, and enterprise for any context; semester-long project with business involves understanding challenges, conducting virtual international field research, designing product solutions, and developing marketing/business plans. This is an A-LIST Pathway Elective course, a COIN Pathway Elective course, and an MA Pathway Elective course. Prerequisites: BCOR 3510 and either MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4535 Public Policy and Marketing (4 semester hours)

This course is designed to explore the interaction between marketing strategies/processes and governmental policies designed to manage the economy and promote public and consumer welfare. Topics covered will include the roles of various governmental agencies (such as the FDA, the CPSC, and the EPA) and the roles of private actions such as boycotts and consumer activism in influencing business decisions and practices. The course will often take an historical approach, examining the advancement of U.S. public policy toward business as societal values and economic conditions have evolved in this country. Specific topics addressed include consumer rights and protection, environmental sustainability, vulnerable consumers, regulatory failures and regulatory capture, trade-offs among various stakeholders, ethical dilemmas, and the marketing of potentially harmful or controversial products such as firearms, tobacco, and alcohol. This is an A-LIST Pathway Elective, a COIN Pathway Elective course, and an MA Pathway Elective course. Prerequisites: BCOR 3510 and MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4536 Professional Selling (4 semester hours)

An examination of the sales function, encompassing the broad range of methods that sales professionals may employ to build marketing relationships. Steps in the selling process will be explored, including techniques for engaging customers, identifying needs, handling objections, effectively communicating, persuasion, and negotiation. Sales management tools for developing and maintaining client relationships and managing the sales process in order to achieve the organization's goals will be emphasized. A particular focus will be placed on the role of technology in contemporary sales activities. This is a COIN Pathway Elective course and an MA Pathway Elective course. Prerequisites: BCOR 3510 and MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4537 Online and Social Media Analytics (4 semester hours)

You will learn visual best practices for identifying patterns and trends in data, to generate customer insights and translate insights into actionable strategies. This course is designed for students with little or no experience with Tableau. You will understand how to analyze different types of data from multiple perspectives using a variety of chart types in Tableau. You will be able to interactively link charts to create informative dashboards for gaining more comprehensive insight into the data. Special attention will be dedicated to communications skills in sharing insights and storytelling, so that viewers can easily understand and use the information.

MRKT 4538 Full Funnel Marketing (4 semester hours)

Today's marketing ecosystem is incredibly complex and dynamic. Brands that understand the importance of understanding how to deliver the right message to the right person at the right time throughout the marketing funnel, rather than trying to reach a big audience with the same big message, is the equivalent of chasing squirrels versus trying to bag the big elephant. Sometimes it's better to chase the squirrels. Platforms like Instagram now enable marketers to reach consumers with content at each phase of the marketing funnel and customer journey, including the awareness, consideration and activation/purchase stages. In this course, we will seek to better understand the modern customer journey and purchase funnel and the creative content that works best at each stage. We'll examine different approaches to creating content to build awareness, generating interest and activating customer response as we learn how to deliver the right message to the right person at the right time. Prerequisite: BCOR 3510

MRKT 4543 Brands, Celebrities, and the Arts (4 semester hours)

The purpose of this course is to examine the status of modern consumer culture and specifically the influence of brands, celebrities, and the arts on consumer behavior and marketing strategy. In this course, specific aspects of consumer culture will be explored and analyzed from the perspectives of psychology, sociology, anthropology, and economics. In addition, the roles of marketing and advertising in creating and shaping this emerging consumer culture defined by brands, art, and celebrity will be analyzed. This is an A-LIST Pathway Elective course and an MA Pathway Elective course. Prerequisites: BCOR 3510 and either MRKT 3513 or MRKT 4517 or MRKT 4527.

MRKT 4545 New Product Development (4 semester hours)

The development of new products represents one of the most promising avenues by which firms can maintain and expand their market position in today's dynamic markets. The course provides a practical introduction to the process of designing and marketing new products covering the major phases of product development and launch. Critical steps in the new product development process will be discussed in detail, including: opportunity identification and analysis, concept development and testing, product design and pre-market testing and forecasting, and the management of the product launch. The focus of this class is upon the marketing function. Thus, the class will concentrate on market measurement, the use of that information to develop the benefit targets for the new product, and the ultimate development of marketing mixes (product, price, place, promotion) that will improve the chances for success. The class will provide techniques that combine the marketing function with the functions of R&D, design engineering, and manufacturing. At the conclusion of this course, students will be able to use conjoint analysis in identifying customers' preferences, designing new products, and performing market simulations. The course will be important to students who aim to work directly in brand or product management as well as those whose interests are in general management and consulting. This is a COIN Pathway Elective course and an MA Pathway Elective course. Prerequisites: BCOR 3510 and MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4546 Brand Management (4 semester hours)

Increasingly, brands represent some of the most valuable assets of businesses. In many cases, brand value dominated the appraisal of businesses by Wall Street. Further, while many business processes and strategies can often be quickly duplicated by rivals, brand value generally takes years to cultivate and is typically resistant to appropriation. As a result, product differentiation through branding represents one of the strongest forms of competitive leverage. This course is designed to blend the theory and strategy of branding in such a way as to provide insights into concepts and strategies for creating, developing, and managing brand value. Branding will be examined as it applies to goods, services, organizations, regions, nations, and ideas and individuals. Aspects of assessing brand value will also be covered. This is a COIN Pathway Elective course and an MA Pathway Elective course. Prerequisites: BCOR 3510 and MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4547 Strategic Marketing Decision Making (4 semester hours)

The Strategic Marketing Decision Making course deals with concepts, tools, methods, and applications of modeling and decision-making to address important marketing issues such as pricing, segmentation, positioning, forecasting, new product design and development, sales force, and promotion planning. This capstone course is aimed at providing students, as future marketers and managers, with the set of tools and skills needed to make intelligent and critical use of marketing data. It is also aimed at providing the background needed to begin employment in a marketing analytics position in a company, consulting firm, or research supplier. This is the MA Pathway Capstone course. Prerequisites: BCOR 3510, MRKT 3512, MRKT 4517, and MRKT 4527.

MRKT 4553 Non-Profit Marketing (2 semester hours)

The purpose of this course is to explore the marketing function for non-profit organizations as compared to for-profit organizations. Students will explore, as in the for-profit world, how non-profit marketing includes advertising, promotion, public relations, and customer relationship management. This course examines how non-profits use marketing to publicize their mission and to generate contributions (of time and money). The course also discusses marketing planning in the non-profit organization. After completing this course, students should be able to define what marketing is within the non-profit environment, explain the service-intensive nature of non-profit program activities, explain how the marketing mix is expanded for service products (the 3Ps of Services Marketing), discuss the role of ethics in non-profit marketing, describe the importance of and explain the process of non-profit marketing plan, describe how target markets can be identified for donors, and explain how new service products are developed by non-profits. This is an A-LIST Pathway Elective course. Prerequisites: BCOR 3510 and MRKT 3513.

MRKT 4555 Business-to-Business Marketing (4 semester hours)

In the business market, the customers are organizations (e.g., businesses, governments, and institutions), and these customers represent a huge market opportunity. While we think of companies like Procter & Gamble, Sony, or Ford as sellers, they are also organizational buyers that annually purchase enormous quantities of raw materials and manufactured component parts; they purchase supplies and business services regularly to support operations, and they make large investments in building, equipment, and information technology. It's important to know that building and maintaining a close relationship with an organizational buyer require careful attention to details, meeting promises, creativity, and swiftly responding to changing demands. This is a COIN Pathway Elective course and an MA Pathway Elective course. Prerequisites: BCOR 3510 and MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4556 Supply Chain Management and Logistics (4 semester hours)

This course takes a look at the front-end functions of marketing planning, logistical planning, business relationships, networking, and the marketing benefits of business collaboration inherent in the dynamic channels of distribution used in a global business environment. This is a COIN Pathway Elective course and an MA Pathway Elective course. Prerequisites: BCOR 3510 and MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4561 Managing User Experience (4 semester hours)

This course will familiarize students with the general principles of user experience (UX) that are at the heart of any effective design and business. Students will be introduced to areas of human performance, cognition, perception, ergonomics, memory, motivation and behavior. Students will apply these human performance concepts to the design and evaluation of products, services, and systems, with special emphasis on the applicability to management, human resources, marketing, and entrepreneurship. Reading assignments, in-class and take-home projects, plus a field trip to Google to tackle an actual business problem, will expose students to a variety of UX concepts and applied examples. Two group projects and four written reports are required: these allow students to apply the principles and concepts they have learned during the course. This is a COIN Pathway Elective course and a MA Pathway Elective course. Prerequisites: BCOR 3510 and either MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4563 New Perspectives for Understanding Markets (4 semester hours)

Due to the increasing individuality and diversity in consumer markets, traditional strategies for categorizing consumers into broad market segments (using classifiers such as demographic, psychographic, or geographic characteristics) are now proving ineffective. Whereas many product or advertising strategies now seek to appeal to consumers' desire to craft a unique personal identity, marketers often undermine these goals by using clumsy or inept group stereotypes in their segmentation and targeting efforts. This class is designed to help students reinvent the market segmentation, targeting, and positioning processes needed to address the rich diversity of modern consumer markets and avoid potentially offensive blunders. Quantitative methodologies such as multidimensional scaling and conjoint analysis will be introduced and discussed. This is an A-LIST Pathway Elective course, a COIN Pathway Elective course, and an MA Pathway Elective course. Prerequisites: BCOR 3510 and either MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4565 The Psychology of Selling and Consuming (4 semester hours)

As a field of social science, psychology embodies a diverse array of theoretical "schools of thought," which vary significantly in their fundamental explanations for human thought and behavior. From a business perspective, these contrasting explanations have widely different (and often contradictory) implications for how marketing strategies should best be crafted and implemented. This course examines consumer thought and action from six different explanatory perspectives, including cognitive psychology, social psychology, classical behaviorism, radical behaviorism, motivational/psychoanalytic psychology, and humanistic/gestalt psychology. Then, the different implications of each interpretation for marketing and advertising strategy are explored and discussed. This is an A-LIST Pathway Elective course, a COIN Pathway Elective course, and an MA Pathway Elective course. Prerequisites: BCOR 3510 and MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4566 Pricing Goods and Services (4 semester hours)

The focus of this course is upon the function of price as a driver of profit. Particular attention will be given to the roles of customers, costs, and competitors as key concerns when developing pricing strategies. All aspects of pricing within the marketing and business environment will be examined, including theories and models of pricing strategy, and common pricing techniques used in contemporary business practice. This is a COIN Pathway Elective course and an MA Pathway Elective course. Prerequisites: BCOR 2110, BCOR 2120, both with a grade of C (2.0) or better; BCOR 3510 and MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4573 Sports Marketing (4 semester hours)

This course will introduce students to the unique nature of sports marketing at the business, league, and team levels. The course will cover the unique aspects of sports marketing and how marketing concepts such as strategic planning and segmentation apply to the business of sports. Students will be introduced to the interrelationship of integrated marketing communications and sports and develop an understanding of sports as a multi-billion dollar industry and the sports fan as an important consumer segment. This is an A-LIST Pathway Elective course, a COIN Pathway Elective course, and an MA Pathway Elective course. Prerequisites: BCOR 3510 and MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4574 Entertainment Marketing (4 semester hours)

Entertainment companies and content creators are finding it harder and harder to reach audiences for the content they produce. With the various distribution platforms in the marketplace reaching audiences anytime anywhere, how are movie studios, television networks, SVOD platforms, gaming and music labels adjusting their marketing strategies to reach and sustain them in an over-saturated content market place? This is an A-LIST Pathway Elective course and a COIN Pathway Elective course and a MA Pathway Elective course. Prerequisites: BCOR 3510 and either MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4576 Marketing Strategy in the Global Environment (4 semester hours)

This course provides a comprehensive framework for the development of competitive marketing strategies that achieve organizational objectives and build competitive advantage. It teaches students the fundamentals of strategic analysis and strategy development within the context of the global business environment. The course emphasizes the major analytical, ethical, and strategic frameworks of marketing, as specifically implemented within the complex contemporary conditions of global business relationships and activities. The course incorporates experiential learning, case studies, and a simulation project. College of Business Administration students only. This is a COIN Pathway Elective course and an MA Pathway Elective course. Prerequisites: BCOR 3510 and MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527.

MRKT 4583 Modern Consumer Culture (4 semester hours)

This course will examine the status of our modern consumer culture. As an American phenomenon emerging in the late 20th century, and spreading toward much of the rest of the world in as the new millennium dawns, consumer culture is characterized as a societal ethos where shopping, buying, and consuming become the primary means by which humans define themselves in relation to others. In this way, goods and services (in the form of consumer experiences) form the "palette" from which each individual creates his or her "ideal self." In this course, a variety of aspects of this consumer culture will be explored and analyzed from the perspectives of psychology, sociology, anthropology, and economics. In addition, the roles of marketing and advertising in creating and shaping this emerging consumer culture will be analyzed. This is an A-LIST Pathway Elective course a COIN Pathway Elective course, and an MA Pathway Elective course. Prerequisites: BCOR 3510 and MRKT 3513 or MRKT 3516 or MRKT 4517 or MRKT 4527, or permission of the instructor.

MRKT 4593 Brand Storytelling (4 semester hours)

This course combines oral, visual, and physical storytelling methodologies with an evidence-based approach that is conducive to developing effective branding strategies. Students will apply this approach toward the brand building efforts of a rapidly growing and remarkable successful company, as well as developing their own "personal" brand. However, at the core of this course is an industry-involved, experiential component that allows the students to learn directly from top tier marketing professionals. This is the A-LIST Pathway Capstone course. Prerequisites: BCOR 3510, MRKT 3512, and MRKT 3513.

MRKT 4595 Value Creation and Marketing Accountability (4 semester hours)

There is an increasing desire and need for enterprises to more clearly link marketing activities to financial returns and other broader measures of performance, such as sustainability and quality of life. Doing so requires not only technical and analytic capabilities but also new cross-functional platforms, business routines, organizational structures, and planning processes. By developing such competencies, business enterprises will be positioned to make decisions that reflect the "voice of the consumer/customer" and lead to improved short- and long-term financial performance, as well as other elements of the triple bottom line, such as sustainability and quality of life. This course explores how (and why) the functions of Marketing, Insights/Analytics, Finance, and IT can work together to achieve improved business and societal results. This is the COIN Pathway Capstone course. Prerequisites: BCOR 3510, MRKT 3512, and MRKT 3516.

MRKT 4598 Special Studies (1-4 semester hours)**MRKT 4599 Independent Studies (1-4 semester hours)**

Requires approval of the Associate Dean.